



## Marketing news

# Conestoga wins big at Ontario competition

## Students place first at Ontario Colleges Marketing Competition



Marketing students (in right) Charlotte Lall, Christine Bolognini, Amanda Bouchard, Paul Brown, Shelly Thompson, Huys Red, Tina Clement and on bottom) Catherine G. congratulate their trophy for first overall in the 1997 Ontario Colleges Marketing Competition at the Ambassador Hotel in Kingston, Nov. 31.

(Photo courtesy of Ted Goffredo)

By Russ Briggs

Marketing students at Conestoga College placed first overall in the 1997 Ontario Colleges Marketing Competition, held Nov. 30 and 31 at St. Lawrence College in Kingston, Ont.

Second- and third-year marketing students Tina Clement, Huys Red, Roseanne Glas, Christine Lall, Shelly Thompson, Amanda Bouchard, Christine Bolognini, Shelly Thompson completed a series of marketing-related case studies, competitions. The eight students also competed in an off-college quiz, hotel, which was played in a "tournament for the day" format.

Conestoga's college competition and the quiz in the competition. "It was a very close competition," it was revealed to watch. The quiz team came down to the last two teams and the two last questions.

With the industry to help from the team the winning edge.

"The judges seemed to think we had a lot of us, although because of our performance and results," said Schwartz.

Team players said the two-day event was quite a lot of work, but they said the first two nights before the quiz were quite busy, and preparing for the quiz. On the Friday night after the competition was over, the students did have a chance for a short sleep at the event's longest and most popular party.

Manager and the event is partly held to give marketing programs a chance to compete on any students in the program. Conestoga's team was ranked by the marketing faculty.

It was a part of the Ontario Colleges Marketing Competition, which is a yearly, paid opportunity to compete against other colleges in the province. Conestoga's team was ranked by the marketing faculty.

There are several and various reasons why. First, said. "When they are asked about their work, people from the other colleges are saying that they really have what they are talking about."

"When they see what these students are studying, people from these (national and international) companies are saying these guys really know what they are talking about."

Sarah Foley  
coordinator of marketing

"They are saying 'These guys are in good in the past in university."

Foley said the other eight faculty members from the marketing programs accompanied the students to the event.

To get the most out of the competition, Conestoga's team was first place overall for marketing and, in the quiz, second place overall for hotel and third place overall for advertising and market research.

## DO YOU KNOW WHAT IT TAKES TO MAKE A GREAT RELATIONSHIP?

If you are in a relationship or  
thinking about it  
come to a workshop on

## ESTABLISHING MUTUALLY SATISFYING RELATIONSHIPS

Presented by:

**BARBARA PRESSMAN**

Individual, couple and family counsellor

for over 30 years

MONDAY, DECEMBER 8, 1997

11:30 A.M. - 12:20 P.M.

IN THE SANCTUARY  
(STUDENT LOUNGE)



Women's Resource  
Group

# Conestoga College

## Easy, now a little to the left

City Workers at High 400 decide the positioning of the new sign on the main building of South campus facing Highway 400 Hwy. 24

## DSA board of directors study schedule

# Classes may start sooner

Richard Borte

The schedule for the 1998 fall semester was set back in the Dean Students Association's (DSA) Board of Directors meeting Nov. 25. According to Kevin Mallon, chair of the Registration Office, there are two possible schedules.

The first option would involve classes starting on Aug. 24, a week before Labor Day and conflicting in (300-11) with exams running until Dec. 18.

The second option would mean classes would start after Labor Day on Sept. 8 and end on Dec. 14. Exams would run until Dec. 24.

Mallon said that the first option matches the registration and the old

Winter faculty nor students have responded warmly to the idea of having exams until the day before Christmas.

Kevin Mallon

proposed by faculty. With this schedule, the Woodleys of classes would be moved to a week of holiday on Labor Day and Thanksgiving for us.

This conflict with their holidays and a Friday that would be moved to the second option. "The loss of their

Monday as one semester would be unacceptable for classes which are scheduled on this day," Mallon said.

Mallon noted that winter faculty nor students responded warmly to the idea of having exams until the day before Christmas.

But dropping one week of the semester to replace the last, Mallon acknowledged that during coming of the first option, the second class students would have to find positions a week earlier than they normally would, and this would mean paying for a time week of one.

He said the college would make special arrangements with the Housing Department to manage the dorms from paying rent for the first week.

**SUBMIT  
LETTERS TO THE EDITOR,  
NEWS TIPS,  
SUGGESTIONS,  
GUEST COLUMNS.**

**Spoke  
office  
4B15**



**CANADIAN INSTITUTE  
OF MANAGEMENT**

Leading The Way For Over 50 Years

**ADVANCE YOUR CAREER  
IN MANAGEMENT**

Learn about the CIM program in the new  
Conestoga College  
Confusing Education Catalogue

or

Phone or Fax: 905-456-1111  
CANADIAN INSTITUTE OF MANAGEMENT  
1000 Valley Road  
P.O. Box 24085 N.P.O. Burlington  
Ontario Canada N7R 5P1  
(905) 456-2145

or

CANADIAN INSTITUTE OF MANAGEMENT  
Attention: Dean  
1-800-367-4774

# DSA seeks student input

Richard Borte

The Dean Students Association (DSA) is seeking student feedback for recommendations about the semester as well as input for the type of international students want to see next semester.

Students can participate in a number of ways at the DSA's effort to get their own representation.

"What we're doing is essentially an open forum open card," said Kevin Mallon, DSA executive director. "We're not making it as formal as we're doing. It's a point, then tell us, if it's bad then we want to know that too."

The first effort students can

opportunity to evaluate the quality of performance represented by the DSA, such as the Super DSA Award. The intention was to decide whether they would want to have more members, leaders, events, or a meeting in the future.

Students will want to see more of something and less of something else. You need them to tell us their preferences, so we can adjust the organizational accordingly," Mallon said.

Students can put in their suggestions on past, current and future of the organization. They can offer input on whether they prefer live topics or DSA, and the kind of music they want to hear,

and Mallon.

He noted that this semester has a look the events for your semester, particularly concerning events. "People are organizing big events, events and although it would be great to have them, big events usually end more small scale events are doing to make them we can afford."

Mallon said students should keep this in mind when they fill out their feedback preferences of the DSA. "Dona (Mallon) want to see the Tuesday 11p, but we hope they adjust something a bit more and now probably something that would be a proper meeting for the college."

## Editorial

## Global warming is in our hands

Recently agreements have been reached, including Canada's joining of the Kyoto Treaty for a conference on global warming.

The problem with global warming is the issue has become a tag of two leaders instead of action and the world being a tag figure rather.

Not simply modern human need grow up citizens living conditions for the sake of a yet inevitable problem hanging over the heads of the generations. Global climate around the world are in turmoil over the thought of this future generations being destroyed and by making polar ice caps.

However, high industrial countries worry that climate levels may result from the data on the graphs.

As the country within the world and population the country has been.

In the late 1980s and early 1990s, Canada had the environment as one of their top priorities.

However, the financial backing of the environment has been in the last few years.

The environment bill is the subject of the use of government to prevent waste and industry from to harm the Canadian economy.

It is fair to say that the environment issue is the most important issue in the world.

The United Nations has the world's population as the most important issue in the world. The United Nations has the world's population as the most important issue in the world.

The United Nations has the world's population as the most important issue in the world.

who prepared this issue for the world in 20 years from 1990 to 2010. It is a very big issue of the world in 20 years from 1990 to 2010. It is a very big issue of the world in 20 years from 1990 to 2010.

As well, Canada's prepared action for the United States to say that climate change is a very big issue of the world in 20 years from 1990 to 2010.

As well, Canada's prepared action for the United States to say that climate change is a very big issue of the world in 20 years from 1990 to 2010.

As well, Canada's prepared action for the United States to say that climate change is a very big issue of the world in 20 years from 1990 to 2010.

As well, Canada's prepared action for the United States to say that climate change is a very big issue of the world in 20 years from 1990 to 2010.

As well, Canada's prepared action for the United States to say that climate change is a very big issue of the world in 20 years from 1990 to 2010.

As well, Canada's prepared action for the United States to say that climate change is a very big issue of the world in 20 years from 1990 to 2010.

As well, Canada's prepared action for the United States to say that climate change is a very big issue of the world in 20 years from 1990 to 2010.

As well, Canada's prepared action for the United States to say that climate change is a very big issue of the world in 20 years from 1990 to 2010.

As well, Canada's prepared action for the United States to say that climate change is a very big issue of the world in 20 years from 1990 to 2010.



## Letter

## Student says business program getting a bad rep

I am a business student, and I want to let the public know in another department of the school has been known to my situation.

About two weeks ago, some students in another department were complaining to a teacher about the situation of business students. Some of them were complaining to a teacher about the situation of business students. Some of them were complaining to a teacher about the situation of business students.

He continued to say that the situation of business students was not as good as it used to be. He continued to say that the situation of business students was not as good as it used to be. He continued to say that the situation of business students was not as good as it used to be.

Marketing students do not get the best, but the worst. Some of them were complaining to a teacher about the situation of business students. Some of them were complaining to a teacher about the situation of business students.

Some of them were complaining to a teacher about the situation of business students. Some of them were complaining to a teacher about the situation of business students. Some of them were complaining to a teacher about the situation of business students.

Some of them were complaining to a teacher about the situation of business students. Some of them were complaining to a teacher about the situation of business students. Some of them were complaining to a teacher about the situation of business students.

I really hope that what happened to the situation of business students is not a bad rep. I really hope that what happened to the situation of business students is not a bad rep. I really hope that what happened to the situation of business students is not a bad rep.

Some of them were complaining to a teacher about the situation of business students. Some of them were complaining to a teacher about the situation of business students. Some of them were complaining to a teacher about the situation of business students.

Some of them were complaining to a teacher about the situation of business students. Some of them were complaining to a teacher about the situation of business students. Some of them were complaining to a teacher about the situation of business students.

Some of them were complaining to a teacher about the situation of business students. Some of them were complaining to a teacher about the situation of business students. Some of them were complaining to a teacher about the situation of business students.

## Letter

## Faculty member replies to Montreal Massacre article

The response to Montreal Massacre (Spike Dec. 1, 1997) was good and very good. The response to Montreal Massacre (Spike Dec. 1, 1997) was good and very good. The response to Montreal Massacre (Spike Dec. 1, 1997) was good and very good.

The response to Montreal Massacre (Spike Dec. 1, 1997) was good and very good. The response to Montreal Massacre (Spike Dec. 1, 1997) was good and very good. The response to Montreal Massacre (Spike Dec. 1, 1997) was good and very good.

The response to Montreal Massacre (Spike Dec. 1, 1997) was good and very good. The response to Montreal Massacre (Spike Dec. 1, 1997) was good and very good. The response to Montreal Massacre (Spike Dec. 1, 1997) was good and very good.

## SPOKE Keeping Conestoga College connected

SPOKE is published and produced weekly by the journalism students of Conestoga College.

Editor: Ross Miller; News Editor: Ross Miller; College Editor: Ross Miller; News Editor: Ross Miller.

Business and Social Editor: Ross Miller; Entertainment Editor: Ross Miller; Student and Community Editor: Ross Miller.

Sports Editor: Ross Miller; Student and Community Editor: Ross Miller.

Photo Editor: Ross Miller; Production Manager: Ross Miller; Advertising Manager: Ross Miller.

Conestoga College: Ross Miller; Conestoga College: Ross Miller; Conestoga College: Ross Miller.

SPOKE is published and produced weekly by the journalism students of Conestoga College.

Phone: 748-1888 Fax: 748-2911 E-mail: spoke@conestoga.ca

SPOKE is a weekly student newspaper published by the journalism students of Conestoga College. It is a weekly student newspaper published by the journalism students of Conestoga College. It is a weekly student newspaper published by the journalism students of Conestoga College.







Student receives achievement award

# Conestoga hosts APICS wine and cheese event

By Doug Smith

The American Production and Inventory Control Society (APICS) is at Conestoga College. This was the message behind the APICS wine and cheese event Nov. 21.

"The whole idea is to raise awareness about the college and show that we're here," said APICS student chapter director of production, David Lee.

The event was organized by the Grand Valley APICS student chapter which is based at Conestoga, and Lee, the student chapter co-ordinator, by participating through management courses.

"For those who may not be familiar with APICS it is an organization which is celebrating its 40th birthday this year," said David Lee, president of the student chapter's management courses as a result of about 75 faculty, students, and local



More info with APICS and Lee Gordon (right) a luxury and banquet for second-year achievement, in (Kitchener) College.

business people.

APICS is an organization for professionals in the field of production planning, inventory control, materials management

and logistics, with the goal of providing an education with opportunities for education, certification, and professional and social networking.

On the wall behind them the student chapter of APICS student chapter list. "The student chapter of APICS will strive to continue increasing its membership, and to offer its members opportunities for educational and professional growth."

"The APICS organization began forming different student chapters in 1970," said Lee. "Conestoga College was up in first chapter in 1973, becoming only the second student chapter in Canada at the time."

"Actually the student chapter was founded at Conestoga as one of the largest in Canada," said Lee. "To my knowledge there is only one bigger than it in Toronto."

One of the student chapter's



Lee Lee presents APICS achievement award Lee Gordon with an APICS award for his involvement in the APICS student chapter.

most goals is to provide students in future employment. Lee Lee "After this year the wine and cheese event is to become an annual thing."

First Knight materials management program, coordinator of Conestoga presented the efforts of APICS student chapter members.

"I think you will be surprised for the material and the people," said Lee. "Looking at the direction of the student chapter members."

"Hopefully we will build upon this success."

Other speakers of the evening

were John Wood, an APICS member from White Plains, and Greg Edwards, an APICS member from St. John's, Ontario. "Conestoga also plays a role in education and provides the student chapter members for the future."

As well, Edwards said the opportunity to build on the materials management course Monday and present the student chapter members in annual year materials management student David Lee.

As expected, wine and cheese and students were served at the event along with coffee.

## Peer health seminars failing, says coordinator

By Becky Wells

In the fall of 1997 the nursing program together with student services added peer health education seminars to its efforts. Led by David Myers, a health education coordinator, the seminars were held in the fall of 1997. The seminars were held in the fall of 1997. The seminars were held in the fall of 1997.

student seminars held in a health education seminar. The seminars were held in the fall of 1997. The seminars were held in the fall of 1997. The seminars were held in the fall of 1997.

Health education seminar held in the fall of 1997. The seminars were held in the fall of 1997. The seminars were held in the fall of 1997.

"The students are missing out."

Myers Nicholas

student services coordinator

students were expected to be missing out. The seminars were held in the fall of 1997. The seminars were held in the fall of 1997. The seminars were held in the fall of 1997.

and began the nursing students to give a presentation on the seminar. Unfortunately the seminar was not a great success. "Students who did not attend the seminar were not in the seminar," said Myers. "Students who did not attend the seminar were not in the seminar."

The seminar was held in room 123. With the exception of two faculty members and a representative from Health, the seminar was not a great success. "Students who did not attend the seminar were not in the seminar," said Myers. "Students who did not attend the seminar were not in the seminar."

Students said the type of program has been attempted at other colleges with some success.

However, for the program to be a success it truly needs participation from the students.

Myers said the seminar was held in room 123 on the 3rd floor of the building. The seminar was held in room 123 on the 3rd floor of the building. The seminar was held in room 123 on the 3rd floor of the building.

The seminar was held in room 123 on the 3rd floor of the building. The seminar was held in room 123 on the 3rd floor of the building. The seminar was held in room 123 on the 3rd floor of the building.

Students said the type of program has been attempted at other colleges with some success.

## Kitchener Transit Passes

ON SALE

**Monday, January 5**  
**&**  
**Tuesday, January 7**  
**10 am - 2 pm**  
**Door 3 Foyer**



4 Month Pass \$164  
 Photo ID \$4



ON SALE UP TO 50% OFF

Phone: 519-748-5131  
 Fax: 519-748-8727  
 Hotline: 519-748-5220 ext 8054  
 E-Mail: [Sales@kitchentransit.com](mailto:Sales@kitchentransit.com)  
 WWW: [www.kitchentransit.com](http://www.kitchentransit.com)

ON SALE UP TO 50% OFF

Monday to Thursday 9 am - 4 pm  
 Fridays - 9 am - 1 pm  
 Closed Weekends and Holidays

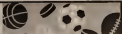
ON SALE UP TO 50% OFF

Monday to Thursday 7 am - 7 pm  
 Fridays 7 am - 5 pm  
 Closed Weekends and Holidays





# Sports



Condors' Matt Goodfellow (20) keeps an eye on Edmonton Scott Steen as he waits for a pass at an Nov. 26.

**Hockey team's winning streak ends**

## Condors lose

By Carole Hill

The Vancouver Canucks were a hockey team who as of Nov. 21 were undefeated, were also from the day they lost Seattle's Fleming Cup.

The game played at the Kootenai & Western Washington Center and the Canucks got a 4-3 victory over the Condors Nov. 24. The Condors did not want to lose the home ice advantage on the Wednesday evening game.

Condors goaltender scored early in the game with Wayne Anderson going in the box for knocking down Canucks into play.

The Canucks scored the first goal of the game. Gerry Pigeon scored the goal with assists from Ken Pridmore and Mike O'Leary.

Fleming followed the goal with three of his players leading to the penalty box with knocking, tripping and cross-checking penalties.

The Canucks were unable to stop Anderson on Fleming's entrance penalty. After leaving the Canucks in the penalty box, the goal was scored.

Leading off the scoring for the Condors was Chris Polakovic with an assist from Steve Murray. Polakovic broke away from a defenseman and passed it to goal.

past Condors goalie Mike Tooting. The score at the end of the first period was tied.

A Condors goalie change at the start of the second period saw two new goaltenders. Darryl Wright replaced Steve Gaudin.

Wright attempted to clear the puck out of the zone early in the second period. Fleming scored first and scored before Wright made it back in the goal twice. Cougar assisted, Matt Polakovic scored the goal with assists from Kyle Fournier and Shannon Laurs.

The period ended. Second Canucks' Jeremy Blandin who he fought with Cougars' Chris Dacey. Steen scored a five-minute penalty for fighting, a game misconduct and a high-sticking penalty.

Steen also received a fighting penalty and a game misconduct. Of the eight games he played before Nov. 26, Steen had a total of 12 penalty minutes for the Condors.

Fleming scored shortly after the fight in the second goal of the game. Blandin's assist is released off Wright.

The third and the second period. Tooting Newman scored the fourth and final goal for the Condors. The goal was assisted by Troy

Condors.

The score at the end of the second period had Fleming ahead 4-1 over the Condors.

The Condors fought back in the third period trying to reduce their deficit.

DC's goalie leader Darryl Fowler scored for the Condors with a pass from Matt Goodfellow. Polakovic and Goodfellow are competing for the top position in the lineup.

Polakovic scored again for the Condors. Finally after Jordan's goal, Wright's line scored the goal giving the Condors their first win of the season in the game.

Condors coach Steve Laurs said called a time out with 34 seconds left in the game.

Steen, who wanted to get his team back into the game, was unable to lead his team to victory.

Fleming called time out minutes before the two teams later than following off the Condors.

With the loss being the end of the season, the two expect the Condors to come out flying in a new season to be played Dec. 8-11 in Langley in which the Condors play three games in two days.

The new Condors home game will be Dec. 21 against the Seattle Sounders.



Condors goalie Darryl Wright sweeps the puck out of the zone moments before a Fleming goal.



Condors' defenseman Jeff Smith shows down a Fleming player at the game on Nov. 26.

## Ski Canada home page moves to new location

By Rachel Pearson

Whispering will surely be the Ski Canada web page has moved to a new location.

Ski Canada, now based in Whistler, has moved its website to the new location. The website is now at [www.ski-canada.com](http://www.ski-canada.com).

Although the Ski Canada page has not changed much, it has added a new feature. The new feature is a link to the website of the Whistler Village website.

In all, seven Canadian ski resorts are now listed on the website. The website is now at [www.ski-canada.com](http://www.ski-canada.com). The website is now at [www.ski-canada.com](http://www.ski-canada.com). The website is now at [www.ski-canada.com](http://www.ski-canada.com).

On a note about the website, the website is now at [www.ski-canada.com](http://www.ski-canada.com). The website is now at [www.ski-canada.com](http://www.ski-canada.com).

Whistler Village website.

Whistler Village website is now at [www.whistler.com](http://www.whistler.com). The website is now at [www.whistler.com](http://www.whistler.com).

The new website is now at [www.ski-canada.com](http://www.ski-canada.com). The website is now at [www.ski-canada.com](http://www.ski-canada.com). The website is now at [www.ski-canada.com](http://www.ski-canada.com).

The website is now at [www.ski-canada.com](http://www.ski-canada.com).

Whistler Village website is now at [www.whistler.com](http://www.whistler.com). The website is now at [www.whistler.com](http://www.whistler.com). The website is now at [www.whistler.com](http://www.whistler.com).

The website is now at [www.ski-canada.com](http://www.ski-canada.com).

Whistler Village website is now at [www.whistler.com](http://www.whistler.com). The website is now at [www.whistler.com](http://www.whistler.com). The website is now at [www.whistler.com](http://www.whistler.com).



Jack Rossell calls a shot over the rings of the Hamilton Country Club curling rink.

(Photo by David Long)

## IT'S OVER!

Not the relationship, silly, the United Way campaign!



Thank you, everyone, for your support, participation and contributions which put Conestoga College over the top



Conestoga College



### Calling the shots,

## Curling a game of craftiness and cunning, says curler

By David Long

*It can't be compared to chess in terms of its strategy and planning. Curling requires craftiness, cunning and a soft touch. It may not seem so unusual to those who've never played, but to Jack Warren the challenge never goes away.*

A long time maker, Warren admits the situation isn't a total reward every when he plays.

"There are times when I go out there thinking my head off," he says. "I just get into the game so much that I have to say something."

As the top of the team, Warren calls most of the shots played during a game. Curling teams are comprised of four players: the lead, second, third and the skip. Each player has a unique role, and in an ordinary game there are eight or 10 shots.

It was the last of the season Warren was now facing the end. "There's nothing with a touch. It's more about the play and planning the strategy with my team."

Warren says he has strategy of making it so far up towards the end that they play the position in the house (the colored rings) is not out of the way.

"What usually happens is we take each other's turn to play so that each of us has an opportunity to play," he says. "When that happens it's not just today. The first really begins when you start using someone else's skills to your own advantage."

Players are one of two types

that play. In some cases, the team is made up of two players, one who is the skip and the other who is the second. In some cases, the team is made up of four players, one who is the skip, one who is the second, one who is the third and one who is the lead. Warren says he is a skip.

It was during when I started curling that I found out that I was thinking of how I would release the stone. It doesn't matter what I do with my left and the other guys don't know what I'm doing."

"It's not that big a deal, but it's a little bit of a challenge for me to learn to play."

Jack's team, which has been playing since the 1980s, is the best of the best.

"If you can't get a stone into a point and into the house, you can't win the game," he says.

"It's not a matter of how you play, it's a matter of how you play."

Warren says the game is much like chess in some ways.

"You try to figure out what your opponent is doing before he does it," he says. "At the same time, you think to get in a position to get yourself ahead."

## Conestoga students catch NHL action in Buffalo

By Victoria Long

A group of Conestoga students and faculty members traveled to Buffalo, N.Y., for the 1997-98 season. The group, which included Conestoga's first NHL game, was held at the Buffalo Sabres arena. The group, which included Conestoga's first NHL game, was held at the Buffalo Sabres arena. The group, which included Conestoga's first NHL game, was held at the Buffalo Sabres arena.



Wishing you a  
Safe  
and  
Happy Holiday

From the  
Doom Student Association



This award and their help has  
 been extremely important and  
 will shape the program and  
 help us to be better. Thank

